



<https://us02web.zoom.us/j/89962048021?pwd=bTVuQ2MwUFIQbkw0Skp1UVZ0VkFIQT09>

Meeting Location: Zoom

Dial In: 1 669-900-9128

Meeting ID: 899 6204 8021 | Passcode: 200647

4-5:30 pm PST

August 17, 2022

VIRTUAL BID MEETING AGENDA

Wednesday, August 17, 2022

4:00 pm – 5:30 pm

*IN AN EFFORT TO PROTECT PUBLIC HEALTH AND PREVENT THE SPREAD OF CORONAVIRUS AND ITS VARIATIONS, AB 361 HAS AUTHORIZED PUBLIC MEETINGS TO TAKE PLACE VIA TELECONFERENCE BECAUSE STATE AND LOCAL OFFICIALS ARE RECOMMENDING MEASURES TO PROMOTE SOCIAL DISTANCING.

- 1) **CALL TO ORDER/CHAIR REPORT – Nick Rimedio** 4:00 PM
 - a. Call (Nalani Santiago)
 - b. Board Comments on Agenda

- 2) **REVIEW OF AGENDA & MINUTES – Nick Rimedio** 4:05 PM
 - a. Approve July Minutes

- 3) **FINANCIAL REPORT – John-Baptiste Godard** 4:10 PM
 - a. Current Financials
 - b. Approve July Financial Reports
 - c. Billing & BID Collection Rate (Taylor Coyne)

- 4) **EXECUTIVE DIRECTOR REPORT – Genevieve Morrill** 4:15 PM
 - a. New Staff Introductions – Alexa Bird & Jamie Wilson
 - b. Marketing Report (Jamie Wilson)
 - c. Update on advocacy efforts for WHDD Melrose businesses
 - d. Banner program check in with Swing Media

- 5) **NEW BUSINESS** 4:45 PM
 - a. New Board Member Swearing In (John Leonard)

- 6) **COMMITTEE REPORTS** 4:55 PM
 - a. Marketing/PR Committee Update (Caitlin Penny)
 - i. Website developer interviews & evaluations
 - ii. Social Media: SYNHERGY Update (Dimple Thakkar)
 - iii. Affiliate Program (Jamie)
 - b. Events Committee Update (Katherine Shadley)
 - i. Mixer September 15 | 6-8p | Rose Tarlow + Cecconis

- 7) **EXTERNAL PARTNER REPORTS** 5:15 PM
 - a. City of West Hollywood – John Leonard / Paolo Kespradit
 - b. West Hollywood Chamber of Commerce – Genevieve Morrill
 - *2022 WeHo Council Candidate Forum – August 23 | 5-7pm

- 8) **BOARD MEMBER COMMENTS** 5:25 PM

- 9) **PUBLIC COMMENTS** 5:27 PM

- 10) **ADJOURNMENT** 5:30 PM